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S2	15062017	GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECORD??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3	38480604	ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4	23751791	INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTERN OR PATTERNS OR DATASET OR DATASETS
S5	10196386	DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEHAVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION OR INTERNET
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S7	48150	S1(20N) (S2(10N)S3)

S8	934529	S4(10N)S5
S9	182	S6(20N)S8
S10	0	S7(S)S9
S11	0	S7 AND S9
S12	19	S1(S)S2(S)S3(S)S4(S)S5(S)S6
S13	52	S1(S)(S2 OR S3)(S)S4(S)S5(S)S6
S14	6	S13(S)(AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? - OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
S15	7	<del>S13 AND</del> (AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
<del>S16</del>	<del>22</del>	<del>S12 OR S15 ;</del> <i>all</i>
S17	7	S16 NOT PY>2000
S18	7	S17 NOT PD=20000114:20060930
S19	5	RD (unique items)

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File 20:Dialog Global Reporter 1997-2006/Aug 16

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Set	Items	Description
S1	10910046	SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RES- TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR IMPREGNABLE OR INVIOLEABLE
S2	9386698	GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR- D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3	7343762	ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4	16119507	INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE- RN OR PATTERNS OR DATASET OR DATASETS
S5	6187322	DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH- AVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION OR INTERNET
S6	56382	(MONITORING OR NIELSON OR SETTOP OR SET()TOP)() (BOX?? OR D- EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M- ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT- S)
S7	10323	S1(20N) (S2(10N)S3)
S8	1080086	S4(10N)S5
S9	2440	S6(20N)S8
S10	5	S7(S)S9
S11	8	S7 AND S9
S12	886	S1(S) (S2 OR S3) (S)S4(S)S5(S)S6
S13	791	S12(S) (AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? - OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
S14	454	S1(S)S2(S)S3(S)S4(S)S5(S)S6
S15	437	<del>S14(S) (AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? - OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)</del>
S16	32	S15 NOT PY>2000
S17	14	S16 NOT PD=20000114:20060930
S18	14	RD (unique items)

18/3,K/2

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24730815

**Dotcoms & digital - the media tale of '99**

MEDIA WEEK

December 16, 1999

JOURNAL CODE: WMWK LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 2403

... April and was replaced in June by Tony Ball. Ball went on the offensive and **set - top boxes** for Sky digital were given away free. It currently has around two million subscribers. ONdigital...

... in August and was replaced by Stuart Prebble from Granada. The company matched Sky's free **set - top box** offer, launching integrated digital TVs and in November launching a pre-pay service. By October it has **secured** 411,000 subscribers. The big news of the year was undoubtedly United News & Media and Carlton's decision to merge. The new conglomerate will command over 40% of **TV advertising** revenue and represent six major ITV regions, if the deal is approved. While much of...

18/3,K/8

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02900176

**Five Leading Electronics Manufacturers Announce Licensing of Digital Transmission Content Protection Method**

BUSINESS WIRE

September 23, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 588

...products has spurred interest by the entertainment, electronics and broadcast industries in adopting methods to **protect** digital content transferred between electronics products such as personal computers, DVD players, set-top boxes and digital **television** sets. In February 1998, the five companies presented the DTCP method to the Copy Protection Technical Working Group (CPTWG), an **ad-hoc** cross-industry body organized to **evaluate** content protection technologies. The five companies subsequently established the DTLA in June 1998 to simplify...

... of the DTCP method by content providers, electronics manufacturers and broadcast service providers. Detailed technical **information** concerning the operation and implementation of the DTCP method is available through the DTLA pursuant to the terms of a nondisclosure agreement. The necessary export license authorizations have already been **secured** from the governments of the United States and Japan. Both a technical white paper describing the DTCP method and licensing **information** from the DTLA can be found on the **Internet** at <http://www.dtcp.com>. Businesses interested in licensing the DTCP method should contact: Digital...

... consolidated sales of 8,417 billion yen (\$63.8 billion(1)). The company manufactures and **markets** a wide range of products, including computers, semiconductors, consumer products and power and industrial equipment. For more **information** on Hitachi, Ltd., please visit Hitachi's Web site at <http://www.hitachi.co.jp>...

... largest chip maker, is also a leading manufacturer of computer, networking and communications products. Additional **information** about Intel is available at [www.intel.com/pressroom](http://www.intel.com/pressroom). Matsushita Electric Industrial Co., Ltd., is...

...worldwide, its consolidated annual sales for the fiscal year ended March 31, 1998 reached a **record** 7,890.7 billion yen (U.S. \$59.78 billion). For more **information**, please visit our website at [www.panasonic.co.jp](http://www.panasonic.co.jp) Sony Corporation is a leading manufacturer of audio, video, communications and **information** technology products for the consumer and professional **markets**. Its music, pictures and computer entertainment operations make Sony one of the most comprehensive entertainment companies in the world. Sony **recorded** consolidated annual sales of over \$51 billion for the fiscal year ended March 31, 1998...

... Page URL: <http://www.sony.co.jp/> Toshiba is an integrated manufacturer of products spanning **information** & communications systems, **information** media & consumer products, electronic components and power systems & industrial equipment. The company has 186,000...

18/3,K/10

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02879153

**Largest Exhibit to Date; CableNET '98 Focuses on Service Delivery Via Interoperable Modems, Digital Set Tops and Internet Phones**

BUSINESS WIRE

September 21, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1395

... box. NetSpeak Corporation plans to demonstrate PacketCable interoperability. Panamsat will exhibit a satellite alternative to **Internet** access. Phasecom Inc. intends to demonstrate interoperable internal and external DOCSIS cable modems. Philips will...

... to conform to the expected SMPTE specification for splicing MPEG-2 bit streams in digital **ad** and local program insertion applications. Pioneer Electronic Corporation expects to display its Voyager digital **set - top box** and an interactive program guide. It also plans to demonstrate an IEEE 1394 interface between its digital set top and a plasma display **television**. Samsung will demonstrate high-speed **Internet** access and real-time audio video content delivery using its DOCSIS cable modem, InfoRanger(tm). Scientific-Atlanta plans to demonstrate multiple applications running over its Explorer 2000 digital **set - top box**, including a high-definition **television** demonstration running over an IEEE 1394 interface. SeaChange International intends to demonstrate a video-on

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TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR  
IMPREGNABLE OR INVIOLEABLE

S2 4735453 GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR-  
D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???

S3 5563963 ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR  
APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR  
MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?

S4 10898752 INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE-  
RN OR PATTERNS OR DATASET OR DATASETS

S5 4017240 DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH-  
AVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION  
OR INTERNET

S6 62384 (MONITORING OR NIELSON OR SETTOP OR SET()TOP)() (BOX?? OR D-  
EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M-  
ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT-  
S)

S7 14369 S1(20N) (S2(10N)S3)

S8 731059 S4(10N)S5

S9 2839 S6(20N)S8

S10 3 S7(S)S9

S11 4 S7 AND S9

S12 49 S1(S)S2(S)S3(S)S4(S)S5(S)S6

~~S13 151 S11 OR S12~~

S14 31 S13 NOT PY>2000

S15 24 S14 NOT PD=20000114:20050930

S16 23 RD (unique items)

full text  
NPL files-2

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File 16:Gale Group PROMT(R) 1990-2006/Aug 15

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File 621:Gale Group New Prod.Annou.(R) 1985-2006/Aug 15

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S1 4600029 SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RES-  
TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR  
IMPREGNABLE OR INVIOABLE

S2 4954396 GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR-  
D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???

S3 5621720 ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR  
APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR  
MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?

S4 11458536 INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE-  
RN OR PATTERNS OR DATASET OR DATASETS

S5 4276579 DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH-  
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S6 78373 (MONITORING OR NIELSON OR SETTOP OR SET()TOP)() (BOX?? OR D-  
EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M-  
ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT-  
S)

S7 11701 S1(20N) (S2(10N)S3)

S8 872048 S4(10N)S5

S9 4027 S6(20N)S8

S10 6 S7(S)S9

S11 65 S1(S)S2(S)S3(S)S4(S)S5(S)S6

S12 43 S11(S) (AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? -  
OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)

S13 38 S12 NOT PY>2000

S14 19 S13 NOT PD=20000114:20060930

S15 14 RD (unique items)

full text  
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     (c) 2006 McGraw-Hill Co. Inc  
 File 634:San Jose Mercury Jun 1985-2006/Aug 15  
     (c) 2006 San Jose Mercury News  
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     (c) 2006 The Gale Group  
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     (c) 2006 Business Wire.  
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S1	3167196	SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RES- TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR IMPREGNABLE OR INVIOABLE
S2	3690322	GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR- D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3	3548106	ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4	7911732	INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE- RN OR PATTERNS OR DATASET OR DATASETS
S5	3039402	DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH- AVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION OR INTERNET
S6	47715	(MONITORING OR NIELSON OR SETTOP OR SET()TOP)() (BOX?? OR D- EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M- ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT- S)
S7	7981	S1(20N) (S2(10N)S3)
S8	599276	S4(10N)S5
S9	2594	S6(20N)S8
S10	4	S7(S)S9
S11	77	S1(S)S2(S)S3(S)S4(S)S5(S)S6
S12	56	S11(S) (AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
S13	30	S12 NOT PY>2000
S14	22	S13 NOT PD=20000114:20060930
S15	18	RD (unique items)

*all*

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     (c) 2006 Dialog  
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     (c) 2006 CSA.

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Set	Items	Description
S1	1001059	SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RES- TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR IMPREGNABLE OR INVIOABLE
S2	1105666	GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR- D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3	1490934	ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4	1958096	INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE- RN OR PATTERNS OR DATASET OR DATASETS
S5	851580	DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH- AVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION OR INTERNET
S6	16674	(MONITORING OR NIELSON OR SETTOP OR SET()TOP)() (BOX?? OR D- EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M- ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT- S)
S7	2253	S1(20N) (S2(10N)S3)
S8	122558	S4(10N)S5
S9	476	S6(20N)S8
S10	0	S7(S)S9
S11	192	S1(S)S2(S)S3(S)S4(S)S5(S)S6
S12	175	S11(S) (AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? - OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
S13	2	S7(S)S4(S)S5(S)S6
S14	7960	S1(20N)S2(20N)S3
S15	9	S14(S)S4(S)S5(S)S6
S16	78	S12 NOT PY>2000
S17	43	S16 NOT PD=20000114:20060930
S18	38	RD (unique items)

*all*

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File 75:TGG Management Contents(R) 86-2006/Aug W1  
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File 47:Gale Group Magazine DB(TM) 1959-2006/Aug 15  
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(c) 2006 ProQuest  
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File 370:Science 1996-1999/Jul W3  
(c) 1999 AAAS  
File 996:NewsRoom 2000-2001  
(c) 2006 Dialog

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Set	Items	Description
S1	5325142	SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RES- TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR IMPREGNABLE OR INVIOABLE
S2	7706176	GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR- D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3	6233657	ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4	12374940	INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE- RN OR PATTERNS OR DATASET OR DATASETS
S5	5708405	DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH- AVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION OR INTERNET
S6	34181	(MONITORING OR NIELSON OR SETTOP OR SET()TOP)() (BOX?? OR D- EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M- ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT- S)
S7	11388	S1(20N) (S2(10N)S3)
S8	828261	S4(10N)S5
S9	1372	S6(20N)S8
S10	2	S7(S)S9
S11	96	S1(S)S2(S)S3(S)S4(S)S5(S)S6
S12	96	S1(S)S2(S)S3(S)S4(S)S5(S)S6
S13	51	S12 NOT PY>2000
S14	2	S13 NOT PD=20000114:20060930
S15	2	RD (unique items)

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**Dotcoms & digital - the media tale of '99**

MEDIA WEEK

December 16, 1999

**Journal Code:** WMWK **Language:** English **Record Type:** FULLTEXT

**Word Count:** 2403

Agencies It was a year dominated by dotcom revenue and drawn out account pitches. It was also a year of regional restructuring as the agency scene outside London changed beyond recognition. The big winners of the year were MediaCom TMB, which picked up the AGBP85 million Volkswagen group account in August after a review that dragged on for longer than most will care to remember. Zenith Media grabbed the AGBP58million Mars TV, radio and cinema task in September and BMP OMD picked up Hasbroas AGBP46 million account in August. MindShare acquired a new managing director, Simon Rees, in January 1999, triggering a year of restructuring. Tony Read, Graham Page and Paul Thomas joined as Janine Abrahams, Jane Ostler and Adam Crow left. On the business front, the agencyas biggest win was the AGBP20 million Britvic/Pepsi task. Y&R gets the Edge Young & Rubicamas media department become The Media Edge in February but the agencyas new business drive has only really gathered pace in December, picking up E-Loan, Ericsson and Danone. In March, PHD Compass linked up with Leeds-based Poulter Partners to form New PHD Compass, with billings of over AGBP60 million. In April, Western International Media picked up the AGBP10 million media planning and buying account for Airtours, but the key event for this agency was retaining Vauxhall and its AGBP86 million account, in February. BJK&E took the AGBP15 million UK buying task for Mercedes Benz out of Mediapolis in April, effectively centralising UK buying for the newly merged auto giant Daimler Chrysler. The agency already held Chrysleras AGBP15 million task. Carat Manchester lost the AGBP10 million Iceland media account in June and parted company with managing director Terry Cole shortly afterwards. MGM picked up AGBP30 million of extra Virgin money as the company rolled out its Virgin Mobile and Thetrainline.com brands. It has been a short and extremely busy year for Starcom. Leo Burnettas media arm launched on June 1 with the AGBP21 million Heinz account. Although wins included Morgan Stanley Dean Witter and Bounty, by November it was in merger talks with Motive Communications following Burnetts tie-up with MacManus. Mediapolis was one of a number of agencies to boost its new media credentials as the dotcom boom gathered pace. Initiative Media established Initiative.com in September. Zenith joined the bandwagon in November with Zenith Interactive Solutions MediaCom TMB celebrated its AGBP85 million Volkswagen win in August by appointing a new management team in the shape of joint managing directors Nick Lawson and Jane Ratcliffe. The Leeds media scene was given a boost in September with the launch of Brilliant. The shop, a merger between DMS and

Media Lane, has projected billings of AGBP100 million for its first 12 months. New Aegis chief executive Doug Flynn quickly made his mark on Carat in September, announcing a series of changes. Mark Craze took on the UK operations while Ray Kelly was promoted to chief executive Carat Northern Europe. A new UK chief executive, David Wheldon, joined the CIA team in October and shortly after holding company Tempus paid AGBP35 million for the Added Value Group fighting off Omnicom and WPP. MindShare's Manchester office closed in November with business going to MediaVest Manchester. In November, Carat spent AGBP7million buying Scottish media independent Feather Brooksbank. Cinema Cinema's major sales giants faced a challenge this year with the arrival of Australian outfit Val Morgan. Val Morgan picked up the contract to service new multiplex chain Hoyts in June and established its own UK operation. Days later, UK stalwart Pearl & Dean was bought by Scottish Media Group which picked up a 98.6% stake in the company. Christine Costello was appointed managing director replacing Peter Howard-Williams. Just when things were starting to calm down, Carlton Communications revealed plans to rebrand Carlton Screen Advertising as Technicolor in August. Chief executive Adam Poulter moved to New York to launch the company as a worldwide brand. Debbie Chalet became managing director in the UK. However, thanks to Carlton's planned merger with United News & Media the US business is up for sale and the UK cinema sales force now works alongside Carlton TV Sales.

Magazines It was a year of structural change for the UK's leading consumer and business publishers. Circulation figures began to feel the pinch and companies came face-to-face with both the opportunities and costs of online publishing. At IPC Magazines, managing director of IPC tx, Sly Bailey, took on the top job in December. This followed the announcement of a radical restructure in February where 200 staff lost their jobs. Each of IPC's divisions was then given greater autonomy while a central sales unit was created. IPC goes Electric IPC unveiled its sixth division in September. IPC Electric, the company's digital trading arm, was handed a AGBP25 million launch fund. Emap also restructured by creating four audio media networks in November with business titles, TV and radio stations coming under the same management as consumer titles. The company pulled off a coup in buying Wagadon, home to The Face and Arena for an estimated AGBP20 million in July. The Future Network continued to make acquisitions in the UK and Europe following its AGBP577 million flotation in June. On the business side, US publisher CMP Media was acquired by United News & Media only for its British and French titles to be sold to VNU for AGBP2.5 million in August. Also on the block was Ziff-Davis's magazine business, sold to US investment company Willis Stein while Informa Group massively increased its portfolio, acquiring titles from Emap and the FT Group. Reed Elsevier finally got its man in 1999, announcing former Aegis boss Crispin Davis chief executive. The customer publishing sector saw the launch of a major new player in May when Publicis Blueprint took the Asda contract from Premier Magazines. Redwood Publishing won the most high-profile pitch of the year, the contract to publish a magazine for Boots. New media As 1999 began, Freeserve had just become the UK's largest ISP despite having launched only 10 weeks previous. Its 500,000 subscribers boosted the number of people in the UK with internet access to 10.6 million adults. The number of people going online started growing at a phenomenal rate. In March NOP research claimed that the internet was attracting 10,900 new UK adult users every day. Online advertising also became much bigger, ad spend is expected to reach

around AGBP50 million this year compared to AGBP19.4 million in 1998. Another key change has been the amount of money internet companies have spent offline. According to MindShare, around AGBP30 million of October's media expenditure was accounted for by dotcoms. Notable ISPs that went free during the year were Virgin Net, LineOne and Netscape. A shake-out is expected in 2000. No-one could have predicted the speed with which new users would start spending online. The year's e-commerce spend had already topped AGBP2 billion by October. US sales house 24/7 Media launched across Europe and 24/7 UK quickly became a major player alongside RealMedia UK and DoubleClick UK. A key development was the emergence of the standalone new media independent, such as i-level and media21. The classified advertising sector came into its own this year, with huge database-driven sites for jobs, property, cars and private goods launching. Jobs in particular became a fiercely competitive market with StepStone, Jobshark, People-Bank, TopJobs and Monster all vying for share, while fish4, formerly Adhunter, continued to dominate the regional classified ad market. Newspapers Mirror Group lost its independence in August when it agreed a AGBP1.2 billion merger with Trinity. The new company had a nasty shock when it discovered that circulation figures at three of its Birmingham papers - the Birmingham Post, Evening Mail and Sunday Mercury - had been inflated since 1993. Trinity-Mirror set aside AGBP20 million to compensate advertisers. Newsquest was swallowed up by US publisher Gannett for AGBP904 million in July. Johnston Press won the battle to acquire Portsmouth & Sunderland Newspapers, for AGBP266 million in May. Northcliffe Newspapers, the Daily Mail & General Trust's regional newspaper arm, strengthened its position with the acquisition of Bristol United Press for AGBP121.5 million in November. The phenomenon of the year was undoubtedly Metro, a free morning paper launched by Associated Newspapers in April. Its success convinced Associated to extend the concept to Manchester, the West Midlands and Scotland. Fight to be free The Guardian Media Group and TrinityMirror responded with free dailies in Manchester and the West Midlands respectively. Sweden's Modern Times Group finally found a beachhead in the UK, securing the exclusive rights in November to launch a free daily on Newcastle's Metro. Express Newspapers took a new twist after parent United News & Media announced plans to merge with Carlton Communications. The three titles, which continued to lose circulation throughout the year, will be used to promote its media and digital TV interests. The inexorable rise of the Daily Mail continued, overtaking The Mirror to become the second-largest selling daily for some months of the year. However, The Mirror fought back with the launch of a weekly women's magazine, M, in November. Scottish Media Group launched a new broadsheet, The Sunday Herald, which registered initial sales figures of over 50,000. Outdoor The theme of the year was consolidation, with JCDecaux securing its position with the AGBP608 million acquisition of Havas Media Communications and Outdoor Advertising, giving it control of Mills & Allen and Sky Sites. Following the purchase JCDecaux revealed plans to spend AGBP50 million upgrading Mills & Allen's poster sites. In August TDI secured a six-year extension to its contract to give it rights to provide advertising on the London underground until 2006. A number of media operators managed to gain a foothold in outdoor. Scottish Radio Holdings entered the market buying independent contractors such as Trainer Outdoor which it bought for AGBP27.5 million in March. Scottish Media Group also made a foray into the industry, paying AGBP35.8 million for contractor Primesite and an estimated AGBP5.7 million for Scottish

operation Bailey. However it was not all blue sky outdoors. Maiden faced a tough time in October when it posted poor results for the six months to June. Turnover fell by 7.6% to 29.3 million and overall it recorded a loss of AGBP2.7 million. Meanwhile, the industry debated the likely effect of a tobacco advertising ban. The Outdoor Advertising Association campaigned vigorously for this legislation to be delayed. radio Commercial radio will probably remember 1999 as the year the radio industry began to lay the foundations for its digital future. Digital One, the national commercial multiplex owned by GWR and NTL, launched five of its 10 stations, Classic FM, Virgin Radio, Talk Radio and new services Planet Rock and Core, in November. It has secured a further four services due to launch next year. However, it was the multiplex for greater London, with its potential audience of 12 million, that provided the only competitive battle for a digital licence. SwitchDigital (Virgin Radio and Talk Radio), MXR (Chrysalis Radio and Border Radio Holdings) battled it out with eventual winners CE Digital (Emap Radio and Capital Radio). Competition for the next two London licences will be just as stiff. In June, Guardian Media Group announced plans to become a player in the UK radio market. It appointed Border Radio Holdings group managing director John Myers as head of Guardian Radio Holdings. The year also saw Kelvin MacKenzie turn his single station, Talk Radio, into The Wireless Group. In July MacKenzie bought nine local radio stations from The Radio Partnership for AGBP42 million. Then, in October TWG made a AGBP21.4 million bid for The Independent Radio Group's six stations. While TWG was building a sales house, due to launch next year, on the back of acquisition, Katz spent much of 1999 watching its customer base being eroded by consolidation. In October it was bought by Clear Channel International. television Microsoft kicked off the year by announcing plans to bid for BT's Milton Keynes and Westminster cable franchises. However, the software giant really made a bang in May when it acquired a 29.9% stake in Telewest. Less than a month later rumours abounded of a potential three-way cable tie-up, involving Telewest, Cable & Wireless Communications and NTL. CWC started the ball rolling in February, announcing it was in talks with Telewest. The talks soon broke down and by July NTL and CWC announced the first cable marriage. The year started badly for the BBC, its flagship channel BBC 1 slumped below 30% average share in 1998 for the first time in its history. The Corporation was dealt a further blow by the Office of Fair Trading, which decided its exclusive hold on Premier League football rights along with BSkyB was too monopolistic. However, the restrictive practices court backed the BBC and Sky in July. The Davies report into the funding of the BBC filled many a column inch, with commercial players up in arms at the proposal for a AGBP24 digital supplement. But, inevitably, the spotlight soon fell on the BBC's search for a new director general to replace John Birt. The six-month long search produced some interesting candidates, including bookies' favourites Richard Eyre, Alan Yentob and Andrew Neil. However, despite being hounded over his AGBP55,000 gift to the Labour Party, Greg Dyke was handed the DG-ship in June. Speculation on who would fill Dyke's shoes at Pearson TV did not last long. In October it emerged Richard Eyre, ITV chief executive, would be taking on the challenge. Digital boxes clever Mark Booth, chief executive of BSkyB, quit in April and was replaced in June by Tony Ball. Ball went on the offensive and set-top boxes for Sky digital were given away free. It currently has around two million subscribers. ONdigital, meanwhile, was also in the process of clearing out its executives. Chief executive Stephen Grabiner

jumped ship in August and was replaced by Stuart Prebble from Granada. The company matched Sky's free set-top box offer, launching integrated digital TVs and in November launching a pre-pay service. By October it has secured

411,000 subscribers. The big news of the year was undoubtedly United News & Media and Carlton's decision to merge. The new conglomerate will command over 40% of TV advertising revenue and represent six major ITV regions, if the deal is approved. While much of the initial animosity to the merger has been mollified, Granada is not happy that its ITV siblings have decided to get together.

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**Company Names:** Zenith Media Ltd

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### **MbTV Working Toward Smart TVs**

#### **MULTIMEDIA WEEK**

**July 19, 1999 Vol.: 8 Issue: 27 Document Type: NEWSLETTER**

**Publisher: PHILLIPS BUSINESS INFORMATION**

**Language: ENGLISH Word Count: 805 Record Type: FULLTEXT**

#### **Text:**

MbTV Networks, a division of Metabyte, Inc., last week announced a strategic alliance with Seagate Technology [SEG] to develop MbTV-enabled digital VCR products using Seagate's recently announced SeaStream Technology for mass storage. MbTV also announced their support of the Microsoft TVPAK initiative formed in order to bring interactive TV products and tools to the public as soon as next year. Assuming that MbTV and those who license their technology can bring products to market it could be the beginning of a new trend in smart appliances.

The MbTV software is targeted at standalone devices such as digital video recorders like those from Replay and TiVo. In the future it could also find its way into other types of set-top boxes and interactive TV devices.

The core of the MbTV system is a very small (250K) software kernel on a flash ROM chip that the company hopes will be built into future devices. The software tracks user viewing and recording habits and builds an intelligent database of user preferences. These preferences act as a filter that can be used to help users decide what to watch or record.

Now before you start shouting "invasion of privacy" one of the features of this filter database is that it doesn't require a two way pipe back to the cable or broadcaster. Information never has to leave the device. Data, whether it's broadcast content or Electronic Program Guide (EPG) programming information, is sent through the cable or broadcast signal and the user profile filter can then present the appropriate data to the user.

The system can even be expanded to support a client server model where the server does customized data-casting of programming information (or other data) to the client device. The data, with associated meta-tags, is then filtered by the profile and discarded or passed on to the user if it fits the profile.

According to Andy Fischer, MbTV Networks' director of marketing, "Our goal is to provide users with a personalized media experience. Our cable or satellite companies already present us with hundreds of channels, when Web access gets added to that we're talking about thousands of options. While the telecommunications and broadcast industries are solving the problem of providing high bandwidth to people's homes, MbTV addresses what will become the ultimate

bottleneck - bandwidth to people's brains. We're trying to help solve the problem of information overload."

While MbTV is very clear and concerned about privacy issues they will admit that the system can be deployed in a two way environment and in fact part of their promotion of the technology includes references to "targeted advertising based on user profiles". "Its really up to the technology partners how they use the system," admits Laura Stansfield, MbTV's marketing communications manager, "the system can stand alone in a one-way implementation but it is scalable."

The odds are that cable or broadcast companies aren't going to use or sell an individual subscriber's viewer viewing pattern data but they could use generalized information to bolster advertising sales.

For example, a cable company could present statistics or demographics and buying pattern data associated with particular programs to advertisers in order to get them to sponsor the shows, or they could sell the data to networks as a kind of instant ratings tool. The odds are that even though the system could be used as a very sophisticated advertising vehicle, early implementations are going to be very generalized - sports ads will be directed to anyone whose profile includes any kind of sports viewing (whether it's ice skating, golf, wrestling, or monster trucks).

But other companies offering similar technologies don't make any bones about gathering information from subscribers. Wink, a company that is providing the backbone software architecture for interactive TV services is very open about the fact that broadcasters or cable companies can gather instant feedback on the viewing and buying habits of users. Since they are selling to implementers, not consumers, they are promoting the ability to monitor user habits as a feature and potential sales tool. For their part, the cable and broadcasters seem to like the idea, although it's doubtful that they are going to promote this particular 'feature' to their customers.

The ability to monitor what shows a subscriber watches, what online games they play, or what products they buy could indeed be a powerful advertising tool and some subscribers are probably willing to trade that information for the extended services or convenience.

Others will be appalled by the idea. When asked how subscribers are likely to react to personalized advertising Mr. Fisher said, "I think it really depends on how intrusive it becomes. If someone turns on their TV and is assaulted by commercials that call them by name, or if you start getting telephone calls from sales people who say 'hey, I know that you just bought a ticket to Hawaii over the internet, can I interest you in some sunglasses?' then people are going to get pretty upset. But if the service actually does something you want it to do, if it helps make your life easier, or helps cut down on the noise, then I think people will like it. It depends on how it is implemented."

(Laura Stansfield, 510/494-9700 x295 or lauras@metabyte.com)

**Company Name:** Electronic Program ; EPG ; MbTV Networks ; Metabyte Inc ; Seagate Technology ; SeaStream Technology ; Wink

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## **BIG BROTHER IS WEBTV WATCHING**

INSIDE DIGITAL TV

October 19, 1998 **Vol.: Document Type: NEWSLETTER**

**Publisher: PHILLIPS BUSINESS INFORMATION**

**Language: ENGLISH      Word Count: 633      Record Type: FULLTEXT**

### **Text:**

Microsoft's WebTV Networks is using a system-polling feature that collects information from each of its 450,000 subscribers for the benefit of advertisers, Steve Perlman, co-founder, CEO and president of WebTV has admitted.

WebTV, an Internet set-top box sold largely in the US, is also present in software form in every copy of Windows 98 around the world. Windows 98 was released last summer and has sold millions of copies. The WebTV set-top box service is also offered in Canada and Japan and is expanding internationally. Trials have been set up in the UK with BT and the BBC and in Germany with Deutsche Telecom.

The polling takes place every night and uploads television and Website viewing habits back to WebTV's central server. With the collated reports, WebTV can easily discover what web sites subscribers are visiting and what TV they are watching. The nightly survey results are offered to advertisers in an aggregate format. Results are grouped by ZIP code (US postal code) allowing advertisers to extrapolate valuable demographic data. The data is used to target ads more effectively but civil liberties watchdogs are fearful of abuses.

"We have a whole department that does nothing but look at the information. If someone is watching a car ad and clicks through, we can send them to the closest car dealership Web site," Perlman told reporters. "The balance is providing advertisers with useful information while still protecting the subscribers." WebTV claims that it already protects subscribers from Internet cookies - markers that track what sites people visit on the Web. But who is watching the watchers?

"People don't understand the extent of this information collection. It's recording everything they do. This is like having a video camera on them 24 hours a day," said Tom Rheinlander, an analyst at Forrester Research in the US. Chris Ellison of UK-based Internet Freedom said, "This is diabolical."

WebTV's information collection will reach new heights when it gets connected to cabled TVs next year. Tele Communications Inc (TCI) and other cable operators are expected to deploy more than five million Windows CE-equipped set-top boxes that will bring WebTV to cable viewers. In Europe, WebTV is working with UK box manufacturer Pace. WebTV maintains that it informs its subscribers about the data collection.

Next year individual use tracking will be possible but users can switch it off if they wish, Perlman said. Individual tracking allows advertisers to send targeted ads to particular households, not just areas.

#### New Tele+ Software Update

September 30 saw the long awaited software update to Tele+ subscribers using the Nokia Mediamaster 9500S set-top box. The new operating system, TPN 3.0, was introduced exactly 19 months from the last software upgrade known as the 2.051. However, it seems that the whole download process (which lasted around 40 minutes) did not pass without problems, with some digital boxes reporting problems during the downloading process that led to a complete block of the unit.

A major change is a modification of functions by the remote control unit, which, will be substituted free-of-charge by Nokia with a new model. The new update has been described as a hybrid between the free-to-air (FTA) and the 2.0461 version. Users will notice a change in graphics and an improved EPG compared to the 2.051, but the unit still lacks the possibility of modem control and the acquisition of pay-per-view events.

Another major problem is that the new software does not enable the reception of services from Stream, the rival digital platform to Tele+. This means that if viewers have a box with an internal modem and want to subscribe to Stream's pay-per-view services, they will have to continue using the older version of the software (2.051).

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**Company Name:** Deutsche Telecom ; EPG ; Forrester Research ; Microsoft 's WebTV Networks ; Nokia ; Tele Communications Inc

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**Service Shuffle**

Van Tassel, Joan

Hollywood Reporter , p S-31

Jan 16 , 1998

ISSN: 0018-3660

**Language:** English **Record Type:** Fulltext

**Document Type:** Magazine/Journal ; Trade

**Word Count:** 1545

**Text:**

Doing business in the digital television world will mean learning new rules and navigating new realities.

JOAN VAN TASSEL

In the past two decades, television production, postproduction, distribution and management decision processes have been sucked into the turbulent vortex of digital technology. Now programming development, acquisition and deal-making face digitally-induced upheaval that will transform existing business models, procedures and contracts. With new digital channel technologies gaining momentum comes hard choices and dizzying capabilities to expand consumer choices in programming delivery. The attractiveness to feature-hungry consumers will be immense. But in the process, many of the givens of doing business in television may have to be revisited.

These issues are taking on greater prominence for cutting-edge programming execs as consumers are offered megachannel satellite services and newly-fat cable-system pipelines.

'Right now, the business is in its infancy, so it isn't affected too much,' observes Doug McCormick, president and CEO of Lifetime Network. 'When we acquire rights, we normally pick up the digital rights at the same time because it doesn't over-expose the product. But down the road, in 48 to 60 months, when there will be many more digital households, it will probably cost more for programming that reflects the use of two services to reach an audience. As producers, however, it gives us a greater appetite to invest in quality programming when we know we have more exhibition spaces.'

'It's a 50-50 shot - new media rights have been excluded in some cases but not in others. We'd prefer to exclude them because they're potentially money-generating,' says Rena Ronson, executive vp of Lakeshore Intl., who oversees the deals for the company's 300+ picture library. 'It pays to hold back because there's a future, but it's not an easy thing to do. However, we are getting inquiries and offers from previous licensees who don't have new media rights, and we've been able to generate additional revenue,'

agrees Ronson.

For purveyors of both television programs and feature films, the deals will change because digital distribution opens up new lines of programming and new categories of service. Near-video-on-demand (NVOD) and on-demand (VOD) services carve out a new window that fits between theatrical release and the pay-per-view window in the current release and distribution model.

'In the pay-per-view world, there's an opportunity because greater channel capacity offers the audience convenience and breadth and depth of titles,' says Jim Ramo, president of TVN Entertainment, which is currently developing a digital movie service set to launch in September 1998. 'There's the potential for increasing the buy rate above what could be achieved with single or double channel PPV service. It will allow everybody to make money - the local cable operator, the studios and the national distributors.'

The film industry was accustomed to multiple windows and the pay-per-view window had already been carved out when NVOD and VOD became available in a few of the interactive TV tests in the early 1990s. However, the plot thins for television programming. Typically, a program is exposed for two runs on a network, then goes to basic cable and finally into syndication. Each of these uses involves linear television program rights. Digital distribution now creates an entirely new category: Transactional program rights.

'Did the addition of the PPV, home video and premium services windows affect the studios negatively? No - each window promotes the others,' says Jon Gluck, vp programming development for Your Choice TV (YCTV), a pioneer in on-demand television programming. 'And the same thing will happen to TV.' Gluck calls the new opportunity the 'time-shift window,' which occurs for about 14 to 30 days immediately after a program is telecast. It adds an immediate revenue stream, an important consideration when shows may not generate income for two to three years after its network runs. Or, in the case of soap operas, to shows that have no further life at all.

'It's important to take advantage of the 'promotion halo' from the original show,' says Gluck. 'Viewers remember a program for a limited period of time. So the value of that show is during the period right after the telecast. For YCTV, we need three hours to digitize it and we usually begin airing it in our window the next broadcast day.'

It is no great surprise that one area of contention is the revenue split. For films, the established split for the NVOD and VOD is the same as for pay-per-view (although the price to the consumer may be slightly higher than PPV): 45% to the cable operator, 45% to the studio or rights holder and 10% to the service or channel. Since there is so little experience with TV programs, much more uncertainty exists about money matters. To begin with, on-demand viewing of a movie might be \$6 - but the cost is far less for a TV program. YCTV's suggested retail price is 99 cents. Starting from the traditional 45-45-10 PPV split, YCTV has tried to increase its slice of the pie from 40-40-20 towards 1/3-1/3-1/3.

Moreover, this arrangement excludes what may potentially be an even more lucrative source of revenue: targeted advertising. Each digital set-top box has a unique identification that lets advertisers tie individual subscriber households to specific demographic data.

'Down the road, we will take out the advertising in the shows and put in targeted, addressable advertising to particular households,' says Gluck. 'So in the future, two households could watch the same YCTV show and because their demographics are different, they could see two different

commercials.'

And therein lies the center of the conflict over the introduction of transactional rights. YCTV has been eminently successful at packaging a range of quality programming, including offerings from ABC, HBO, ESPN, PBS, Discovery, Court TV, National Geographic, the Learning Channel and Animal Planet. However, it has signed on only one primetime network show, 'Ellen.' The dearth of such programming stems from network affiliates' resistance to any moves that threaten their exclusive hold on programming, as NBC discovered this past summer when its plan to air an episode on the Internet raised local hackles.

'The question is: Will the affiliates go along with what owners want to do?' says one television executive, speaking anonymously. 'You have to be careful not to point a finger at any one group, but whenever you try to something new, somebody is going to get nervous. While it's limited now, everyone knows some kind of delayed on-demand service or virtual VCR capability will grow in the future. And then it could affect affiliates' viewership and ratings.'

Naturally, YCTV says 'it ain't so,' arguing that their tests show that the viewers who watch the service's programs wouldn't have seen the show anyway. The bulk of YCTV's viewers fall into one of three groups: TV loyalists' who find out about a program after it has aired or were forced to choose between two shows they wanted to watch; 'TV soccer parents' who use YCTV as an organizing tool because they are too busy to watch the scheduled broadcast; and the 'gimme group' of viewers who want what they want when they want it.

'YCTV offers a viewer additional opportunities to view the show without the downside of audience erosion,' maintains YCTV's Gluck. 'It actually supports both the network and the affiliates by reinforcing habitual viewing and extending the brand that the show originated from.'

Others worry that on-demand service may infringe on the ability of rights holders to limit the exposure of their products.

'We want to control as best as we can the runs and playdates of our films,' says Lakeshore's Ronson. 'The optimum is not to have so much exposure, because you don't want to overextend so much that when the rights revert back to you, the program is exhausted. To some extent, this can be a hurdle to digital distribution.'

In the end, consumers will drive the diffusion of digital services and determine their success and failure. And where consumers congregate, advertisers are not far behind.

To measure activity in digital households, Nielsen is testing the Active/Passive Meter System in 500 households. The meters actively read video and audio codes embedded within programs to identify what viewers are actually seeing on their screens at any given moment.

'The first challenge is to tell what is on the set. When you cut through everything else, that's what you have to do, and we consider it a core business issue to be able to measure that environment,' says Jack Loftus, vp communications for Nielsen Media Research. 'We saw DBS homes grow 50% in the last year and we expect to see more digital distribution showing up in our sample in the coming years. Digital communications is the bridge that is going to take us from the analog, linear world to the new world of interactivity.'

'There are no black and whites. The transformation will be incremental and things will change fairly slowly,' adds another executive. 'When you talk about new forms of distribution and rights and how they are affected,

probably old models can be tweaked a little without hurting existing businesses too much. Nobody is going to win if somebody loses.'

Cox Broadcasting hosts 'Broadcasting Bonanza: What Will You Do With All Those New Digital Channels?' on Tuesday, Jan. 20 from 10:15-11:15 a.m.

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**Groups look to cut costs, set the pace**

Gimein, Mark

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**Abstract:**

The passage of the Telecommunications Act of 1996 in February has led to a new wave of television mergers. The reigning mentality: buy high, cut costs, squeeze money from the new properties and fight for every last dollar. In 1997, the big players will expect to see some of the economies of scale they have promised their investors. That means some ad-sales traditions, such as selling time on individual stations strictly to local businesses, could be in for a quick overhaul.

**Text:**

The starting gun went off for the latest wave of television mergers with the passage of the Telecommunications Act of 1996 in February, and the biggest groups have been off and running ever since. The reigning mentality: buy high, cut costs, squeeze money from the new properties and fight for every last dollar. This is not business as usual.

In 1997, the big players will expect to see some of the economies of scale they have promised their investors. That means some ad-sales traditions could be in for a quick overhaul. This year has already shown that selling time on individual stations is no longer strictly a local business.

"Companies such as CBS/Westinghouse have learned to make group deals that take [a substantial percentage] of the money out of the rest of the spot marketplace," says Television Bureau of Advertising president Ave Butensky. That trend will continue. Look especially for Fox to use its new 35 percent national coverage to offer powerful, unwired network possibilities.

Expanded groups are now also in a position to shave points off their ad-sales costs in tough negotiations with rep firms. Companies such as the Baltimore-based Sinclair Broadcast Group (which owns 22 stations and operates seven others) is now choosing a rep firm to unify its sales operations and will set the tone for the national spot sales business.

The expanded Fox station group, augmented by the New World stations, may be the biggest question mark in the adsales business, however. "It'll be interesting to see what Fox does with New World and its sales unit," says Howard Nass, head of local broadcast for TN Media. Fox, whose own stations are represented by several outside firms, could use New World's sales unit to take its rep business in-house.

Marketing-savvy groups are starting to use all the tricks of the trade in the local ad wars. If watch-and-win contests gave advertising agencies (and rating service Nielsen Media Research) headaches this year, wait until next year.

"The best ideas [for increasing revenue] now are coming from radio, as they have for some time," says Sinclair chief executive officer Barry Baker, who has a reputation for emphasizing his stations' sales and marketing operations. That means contests, extensive local promotions and partnerships with local advertisers. Much as it might worry national agencies, that is a trend hard to reverse. When Cox Broadcasting came under fire for skewing audience ratings with watch-and-win contests at Pittsburgh NBC affiliate WPGH-TV, Cox didn't stop the promotions. Company officials just decided to run the sweepstakes year-round.

The single best idea of 1997 might be one that newspapers put into practice years ago. Advances in technology now let TV stations provide zoned ads to cable viewers by sending out commercials and promotions tailored to individual cable systems or groups of systems. ABC owned-and-operated KGOTV in San Francisco has already done pioneering experiments with localized promos and, when a new file server is put in place later this year, should be able to transmit as many as six commercials at once to different areas.

"The initial impetus was promotion," says KGO general manager Jim Topping, "but of course I saw that if I can do that, I can do commercials, too." The biggest hurdle is selling cable operator TCI's corporate office on the idea (the technology requires equipment at the cable head-end). Says Topping, "It's not something the local cable systems can agree to." E

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Gifts of Scotch might not be in fashion in the abstemious '90s, but there are plenty of broadcasters who would be happy to send a bottle to Frank Smith Jr. The Corpus Christi, Texas, station operator (he has owned and run NBC affiliate KRIS since 1956) partnered with Joseph E. Seagram & Sons to run commercials for Crown Royal whiskey, breaking the gentleman's agreement that has kept liquor ads off the airwaves. Smith had been trying to sign a distiller for 13 years. "It's a long time between drinks in Kentucky and Tennessee," the patient broadcaster said earlier this year. Smith says he expects to air another flight of ads from Seagram in the fall, and also expects a second distiller to join in.

**THIS IS THE FULL-TEXT.**

**Geographic Names:** US

**Descriptors:** Industrywide conditions; Media planning & buying; Spot television; Television stations; Changes

**Classification Codes:** 9190 (CN=United States); 7200 (CN=Advertising); 8330 (CN=Broadcasting & telecommunications)

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EUROPEAN PATENTS

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01438294

Method for storing information

Verfahren zur Speicherung von Informationen

Procede pour memoriser de l'information

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ABSTRACT EP 1223747 A2

A method of storing information in a multimedia integrated receiver decoder arranged to be used with the Multimedia Home Platform standard. First, user commands input to the integrated receiver decoder are interpreted (110). Then, the user commands are collected (120) and saved (130) as data items in a database. Finally, the data items are made accessible to computer applications run on the integrated receiver decoder by means of an Application Program Interface (140). This makes it possible for agents to get information on viewing and box using habits for all channels.

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#### FIELD OF INVENTION

The present invention relates generally to a method and a terminal for storing user information in a multimedia terminal and more particularly to storing information regarding a user of a multimedia integrated receiver decoder arranged to be used with the Multimedia Home Platform standard.

#### BACKGROUND

Multimedia terminals and applications are becoming increasingly popular. Such systems open up for new services and features for television users as well as for operators. A standard developed by the Project on Digital Video Broadcasting is the so-called Digital Video Broadcasting standard or simply DVB standard. Its main intent is to reap the benefits of technical standardisation. For more information regarding the DVB standard, reference is made to the publication "Digital Television MPEG 1 MPEG 2 And principles of the DVB System", H Benoit, ISBN 0-471-23810-4, or to the DVB Home Page on the Internet: <http://www.dvb.org>.

Coexisting with the DVB standard, there is a so-called Multimedia Home Platform (MHP) Specification, see for example the ETSI home page: <http://www.etsi.org>. This specification further describes hardware and software related matters relating to multimedia applications, such as application signalling and application life cycle.

With the power of today's set-top boxes and other Integrated Receiver Decoders (IRDs) it is possible to analyse the behaviour of television viewers by letting the IRD track the users channel switches etc. However, due to hardware and performance limitations, it is not possible for all applications to run simultaneous in the IRD. Also, a downloadable MHP application running on the IRD can only run inside the services (TV-channels) that signals the application in their so-called Application Information Table (AIT). Therefore a downloadable agent that the viewer would like to use can only collect information and learn the viewer's habits in some specific channels. This information would be more valuable if an agent application could be awake in all channels.

However, this is not feasible according to MHP standard. When service selection API is used only application signalled in that selected service Application Information Table (AIT) will be able to run. Tuning to another transport stream or channel can be done using the tuning or streaming media API to avoid that the application is being stopped. However, the usage of these APIs does not constitute service selection. The service selection should normally be used because otherwise the other services applications will not be loaded. To use the tuning API an application also needs a certain permission that probably will not be given to an application that wants to be the "one and only".

Thus, the problem is that a downloadable agent application can only have access to information about all viewing and IRD usage habits in the channels that it has permission to be alive in instead of all channels.

#### SUMMARY OF THE INVENTION

An object of the present invention is to provide a method, a multimedia integrated receiver decoder and a system for storing information

regarding a multimedia user as well as a computer program product wherein the above mentioned drawbacks are eliminated or at least mitigated and wherein it is possible for a downloaded agent application to have access to user information related to other channels or information streams.

The invention is based on the realisation that an Application Program Interface (API) can be used as a means for allowing several MHP applications to share common information. An IRD adapted to use the method according to the invention is provided with a resident application that collects the information and makes it accessible through an MHP like API for downloadable applications.

According to a first aspect of the invention there is provided a method as defined in claim 1.

According to a second aspect of the invention there is provided a multimedia integrated receiver decoder as defined in claim 6.

According to a third aspect of the invention there is provided a computer program product as defined in claim 7.

By using the method, the multimedia terminal, the system and the computer program product according to the invention the above objectives are attained. Thus, the invention makes it possible for agents to get information on viewing and box using habits for all channels.

This will give an agent more information to work on and it can therefore do a better job.

#### BRIEF DESCRIPTION OF DRAWINGS

The invention is now described, by way of example, with reference to the accompanying drawings, in which:

FIG. 1 is an overall diagram of a communication system embodying the invention,

FIG. 2 is conceptual model of a user equipment utilising a MHP baseband processor for receiving information, and

FIG. 3 shows a flow chart describing the inventive method.

#### DETAILED DESCRIPTION OF THE INVENTION

In the following, a preferred embodiment of a method and a terminal according to the invention will be described.

The backbone of a communication system for multimedia applications will now be briefly discussed with reference to figure 1. The backbone comprises a number of communication paths 30, one of which is shown in figure 1. The transmission medium supports high-speed transmission of digital information, such as audio (A), video (V) and data (D). A number of users are connected to the backbone, of which a first user 10 is shown in the figure. This user 10 functions as a receiver of multimedia information, such as a subscriber of television programmes, provided by a number of service providers, designated 40 in the figure. Each user has a so-called Integrated Receiver Decoder (IRD) or Set-top Box arranged to process the incoming information and sometimes also function as a transmitter of information.

A method covered by a standard, such as the above mentioned Multimedia Home Platform, could be used to send the information to the user 10 through receiver equipment at the user, which will now be discussed with reference to figure 2, wherein an IRD 11 is shown. A transport stream arriving from the transmission medium 30 is received at an input 12 and is directed to a video and audio decoder 13, wherein the signals are decoded. The decoded audio and video signals are synchronised in the

decoder 13 and the decoded signals are then directed to a digital to analogue (D/A) converter 14, wherein the digital information is converted to analogue form useable by a TV encoder, such as a PAL encoder 15. The encoder 15 supplies the encoded information through an output 16 and to a presentation unit, in this case a TV set 60, on which the information is displayed as a TV programme, for example. The data information can comprise several kinds of information.

The operation of the IRD 11 is controlled by means of software 17 run on suitable processor hardware (not shown). Thus, the software is stored in memory and is run either on request by the user or in response to some event. User requests are input to a second input 18, which could comprise an IR port, for example, communicating with a remote controller (not shown).

Information regarding user commands is collected by a collection application 21 residing in the IRD 19 and the information is stored in user database 19. The database contains relevant information on user behaviour, of which the following is a non-exhaustive list: What TV programmes are watched, the genre of programmes being watched, what kind of commercials the viewer prefers, how long programs the viewer watches, which sites on the Internet the viewer visits, which programs the viewer records, which programs the viewer saves for long term, which parts of the program the viewer watches (in case the program is segmented as suggested in the TV-Anytime standard, for example), etc.

The invention is based on the use of an Application Program Interface (API) 20 in the IRD 11. An API is the calls, subroutines, or software interrupts that comprise a documented interface so that a (usually) higher-level program such as an application program can make use of the (usually) lower-level services and functions of another application, operating system, network operating system, driver, or other lower-level software program.

The method according to the invention will now be described with reference to the flow chart in fig. 3. First, in step 110, the collection application 21, see fig. 2, interprets user commands input through input 18, for example. The interpreted commands are collected to give information about the user's behaviour, step 120. This information is then, in step 130, stored in the user database 19. The application that collects the information and saves it could be done in any programming language. The saving could be done to RAM, flash or to a non-volatile memory, such as a hard disk. The structure of the saved data is preferably implementation dependent.

Thereafter, in step 140, the user information is made accessible by means of the API 20, see fig. 2. The API from which the downloadable applications access the information should be specified in a standardised way like MHP specification to ensure interoperability between different boxes and applications.

When later a downloadable agent application is downloaded, step 150, this agent can make use of the user information gathered in steps 110-130. In that way, the agent application can make "intelligent" suggestions about choice of language, recording options etc. by accessing the user database through the use of the API 20 residing in the IRD 11, step 160.

Preferred embodiments of the invention have been described. The person skilled in the art realises that these can be varied within the scope of the appended claims. Thus, the inventive idea is applicable to the

Multimedia Home Platform standard but could also be used with other similar standards and application frameworks, wherein the problem of coexisting applications is present.

There is possible to regulate the permissions a downloadable agent will have to the information. Thus, the permissions for agent applications to have access to APIs for external contact can be denied to make sure that the users (TV-viewer) privacy is kept.

#### CLAIMS EP 1223747 A2

1. A method of storing information in a multimedia integrated receiver decoder (11) arranged to be used with the Multimedia Home Platform standard, said method being characterized by the following steps:
  - a) interpreting user commands (110) input to said integrated receiver decoder,
  - b) collecting said user commands (120),
  - c) saving said user commands (130) as data items in a database, and
  - d) making said data items accessible to computer applications run on said integrated receiver decoder by means of an Application Program Interface (140).
2. The method according to claim 1, comprising the additional step of:
  - e) downloading an agent application adapted to access said data items through said Application Program Interface.
3. The method according to claim 2, wherein said additional step of downloading comprises using said data items to facilitate the operation of said integrated receiver decoder (11).
4. The method according to claim 2 or 3, wherein there is provided for denying access to said data items for agent applications.
5. The method according to any of claims 1-4, wherein said data items comprise any of the following user information: what TV programmes are watched, the genre of programmes being watched, what kind of commercials the viewer prefers, how long programs the viewer watches, which sites on the Internet the viewer visits, which programs the viewer records, which programs the viewer saves for long term, and which parts of the program the viewer watches.
6. A multimedia integrated receiver decoder (11) arranged to be used with the Multimedia Home Platform standard, said integrated receiver decoder being  
  
characterized by
  - elements (17,21) for interpreting user commands input to said integrated receiver decoder,
  - elements (21) for collecting said user commands,
  - elements (21) for saving said user commands as data items in a database, and
  - an Application Program Interface (20) making said data items accessible to computer applications run on said integrated receiver decoder.
7. A computer program product directly loadable into the internal memory of a multimedia integrated receiver decoder (11), said computer program product comprising software code portions for performing the following steps:
  - a) interpreting user commands (110) input to said integrated receiver

decoder,

- b) collecting said user commands (120),
- c) saving said user commands (130) as data items in a database (19), and
- d) making said data items accessible to computer applications run on said integrated receiver decoder by means of an Application Program Interface (140).